# RJ REYNOLDS

TOBACCO COMPANY



S. R. MacLEOD Region Operations Mgr

150 Lawrence Bell Drive Suite #108

Williamsville, NY 14221 (716) 634-9232 Fax (716) 634-3145

July 25, 1997

## **RJR Account #462720**

Mr. J. LaFlamme N.H. TOBACCO

## SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

#### Dear Jeff:

Winston regular product has been ordered (see quantities listed below), as well as <u>90</u> skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	<u>WINSTON</u>	<u>Case</u>	
	Brand Style	<u>Size</u>	#/ Cases
12300-11112	Light	12M	2
12300-11012	Full Flavor	12M	<u>2</u>
12300-11212	Full Flavor Box	12M	<u>2</u>

### PO #081197

Product / Premium Arrival: August 11, 1997

Ship Date to Retail: Week of: August 25, 1997

SKU CUBE: 1.7150

SKU WT (w/o Product): 6.6200 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$4,285.23

Non-EFT \$ Amount: \$N/A

<u>Promotion Description</u>: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per <u>live 12M</u> case for all displays packed and shipped to retail on a timely basis. This equates to \$168.00 (6 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell Promotional Coordinator / 1610

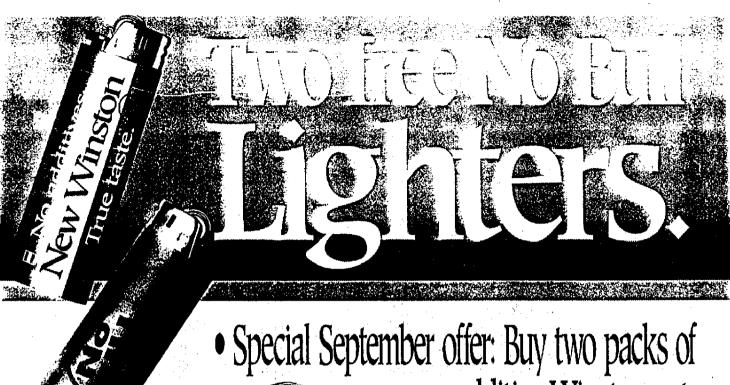
/ic

cc: H. Battle

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

1638PRE.DOC



new, no-additive Winston, get

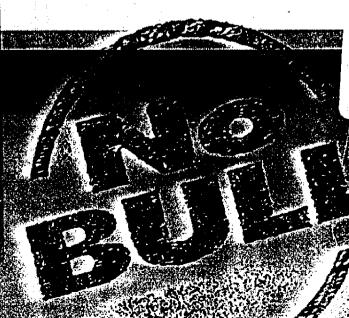
two free No Bull lighters

Special packaging

Attention-getting displays

Proven traffic builder

No bull.



PAGE:

DATE: 97-06-30

TIME: 09:18 AM

WHOLESALER

462720 NEW HAMPSHIRE TOBACCO CORP. «DIRECT»

: 700649 70900 WIN SEP B2G LTRS

TEMPLATE SEO : 0012 SALES LEVEL · 16XXXX

ST ZIP OTY TAX CHAIN-ID SUPPLIER ACCT PHONE # TERR RETAIL ACCT NAME ADDRESS CITY 61 HIGH ST HAMPTON NH 03842 0001-0402 963918 (603)926-0760 112206 112220 565065 7-11 #16152(C) 927178 (603)895-4440 112206 112220 706549 BOSWORTH'S MARKET 281 MAIN ST FREMONT NH 03044 1 NH 03857 (603)659-3263 112206 112220 755974 NEWMARKET GETTY 37 N MAIN ST NEWMARKET 88 BROAD ST NASHUA NH 03060 0001-0402 904144 (603)883-2887 163802 163822 042747 7-11-#24229 925081 (603)880-8183 MACHILA NH 03060 163802 163822 693563 LOUIE'S MARKET 49 LAKE ST 2 925123 (603)654-6733 163802 163822 697275 BROOKSIDE MINI RT 101 WEST WILTON NH 03086 NH 03060 904300 (603)883-1451 163802 163822 700966 SELLS BROAD ST MOBI 96 BROAD ST NASHUA (603)888-4401 590 S MAIN ST NASHUA NH 03060 163802 163822 703675 SO MAIN VARIETY 927087 (603)889-3372 163802 163822 743205 EAT HERE & GET GAS 620 AMHERST ST ATHIRA NH 03063 0001-0402 904151 (603)889-2922 163802 163822 754887 7-11 #19555 266 MAIN DUNSTABL NASHUA NH 03062 NASHUA NH 03062 3 902692 (603)889-7878 163802 163822 103082 J-DONS STATELINE 1081 W HOLLIS ST 901884 (603)882-4418 283 BROAD ST NASHUA NH 03063 163802 163822 103088 DUGAS MARKET 163802 163822 104411 LIZOTTE'S GROCERY MAIN STREET GREENVILLE NH 03048 903062 (603)878-2773 (603)654-9341 163802 163822 104445 THE VILLAGE STORE RT 31 LYNDEBOROUGH NH 03082 902726 (603)882-0161 2 COURTLAND ST NASHUA NH 03060 163802 163822 104599 JEANNOTTES MARKET 163802 163822 104614 BUDS VARIETY 3 NORTHEASTERN BL NASHUA NH 03062 922229 (603)888+0239 911891 (603)889-4277 NH 03060 SE W HOLLIS ST ATHRAM 163802 163822 259090 CHURCHSIDE MARKET 904649 (603)882-2841 163802 163822 508107 TEMPLE ST. SUPERETT 59 TEMPLE ST MACHITA NH DAGGO 1 89 ALLDS ST NASHUA NH 03060 909853 (603)883-8989 163802 163822 565855 R & M VARIETY 409 NASHUA ST MILFORD NH 03055 921155 (6)3)673-3009 163802 163822 590299 RYAN'S VARIETY (603) 595-8557 267 MAIN ST NASHUA 163802 163822 601076 MOBIL MAIN STREET NH 03060 902916 (603)886-3860 163802 163822 643569 KOZY KORNER 147 LAKE ST NASHUA NH 03060 2 361 AMHERST ST NASHUA NH 03063 0001-0402 906248 (603)882-9831 163802 163822 643656 7-11 #24433 921304 (603)881-7627 72 1/2 W HOLLIS S NASHUA NH 03060 163802 163822 647037 JAC'S PLACE 924894 (603)880-8452 NH 03060 163802 163822 686968 KIRKPATRICK'S CORNE 125 CONCORD ST MASHUA 908707 (603)882-3962 163802 163822 687555 SHELL FOOD MART 301 MAIN ST NASHUA NH 03060 3 NH 03060 1 925040 (603)889-5170 163802 163822 693248 C&J VARIETY 29 CHESTNUT ST NASHUA 163803 163821 327791 MINUTE MART NH 03465 916783 (603)242-3830 PO BOX 72 TROY (603) 924-1066 PETERBOROUGH NH 03458 163803 163821 487018 THT GAS CONV. INC. RT. 101 (603) 329-4939 163805 163820 411226 THE STORE & MORE 320 SANDOWN RD EAST HAMPSTEAD NH 03826 2 5 923177 (603)894-4111 163805 163820 650809 U S GAS INC 362 N BROADWAY SALEM NH 03079 163805 163823 661045 HOWIE-GLYNN & SONS COBBETT POND RD WINDHAM NH 03087 2 (603)893-3681 (603)382-2862 163805 163820 682602 COLBY CORNER MINI M RT 121A & RT 111 E HAMPSTEAD NH 03826 1 SALEM 163805 163820 683130 SALEM CONVENIENCE 401 MAIN ST NH 03079 3 (603)898-6488 (603)898-5436 163805 687557 KEV'S COUNTRY STORE 110 N MAIN ST SALEM NH 03079 1 LONDONDERRY NR 03053 0001-0402 (603)432-5098 163805 163823 701001 7-11 #30292 37 NASHUA ROAD 137 ROCKINGHAM RD LONDONDERRY 925552 (603)437-9929 NH 03053 163805 163823 705251 EXIT 5 TRUCK 163805 163820 724669 TOWNE LINE VARIETY 1 GIGANTE DR HAMPSTEAD NH 03841 1 926345 (603)329-9300 (603)635-2828 163805 163820 733041 C & M GETTY PELKAM GULF MART PELHAM NH 03076 163806 163826 501311 ROBERTS MARKET INC. 500 N MAIN ST FRANKLIN NH 03235 917021 (603)934-3370 (603)744-6446 163806 163826 522669 L'ITALIENS MINI MAR ROUTE 104 NEW HAMPTON NH 03256 1 163806 163826 676718 FRANKLIN PAST FOOD 499 CENTRAL ST FRANKLIN NH 03235 926303 (603)934-6717 5

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#### WORKPLAN VAP TEMPLATE LISTING

PAGE:

DATE: 97-06-30 TIME: 09:18 AM

: 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT> WHOLESALER : 700649 70900 WIN SEP B2G LTRS

TEMPLATE

TEMPLATE SEQ : 0012 SALES LEVEL : 16XXXX

CHAIN-ID SUPPLIER TERR RETAIL ACCT NAME ADDRESS CITY ST ZIP OTY TAX ACCT PHONE # 163806 163826 676719 FRANKLIN FAST FOOD NORTH MAIN ST NH 03235 926295 (603)934-2602 FRANKLIN 905799 (603)889-7898 76 LOWELL RD HUDSON NH 03051 163807 163823 103075 PALMERS MARKET 0001-0402 (603)424-2949 163807 163823 104246 7-11 #16153 619 D. W. HIGHWAY MERRIMACK NH 03054 1 163807 163823 233425 SAM & ANNA'S VAR 187 WEBSTER ST HUDSON NH 03051 912261 (603)889-3441 163807 163823 371559 WEBSTERS FAMILY STO 707 MILFORD ROAD 915934 (603)889-4885 MERRIMACK NH 03054 163807 163824 536532 SECOND STREET MOBIL 760 S MAIN ST (603)623-8223 MANCHESTER NH 03102 922252 (603)673-3590 163807 163824 622539 AMHERST MOBIL 75 NASHUA ROAD AMHERST NH 03031 163807 163824 643590 STEVE'S 101 MOBIL 137 AMHERST RD BEDFORD NH 03110 (603)472-2763 (603)424-5371 163807 163823 699056 MERRIMACK VILLAGE V 601 DANIEL WEBSTE MERRIMACK NH 03054 163807 163824 718909 CIDER MILL COUNTRY 278 ROUTE 101 (603)673-8408 AMHERST NH 03031 915595 (603)882-4555 163807 163823 723710 BON BON'S MOBIL 140 DW RWY MERDIMACK NH 03054 3 (603)424-3020 163807 163823 748872 ASHLEY'S MARKET 436 D.W. HWY MERRIMACK NH 03054 1 163807 163823 755993 QUEEN CITY MOBIL 1050 S WILLOW ST MANCHESTER NH 03103 1449-0000 (603)622-7122

PAGE BREAK TOTAL ACCOUNTS

TOTAL QUANTITY

90

TEMPLATE TOTAL ACCOUNTS

TOTAL QUANTITY